

Forest Grove Economic Development Commission  
Thursday, October 1, 2009

Meeting Minutes

Attendees: JJ Johnston, Janet Lonneker, Guy Storms, Ali Brown  
Don Jones, Rudy Marchesi, Teri Koerner, Jackie Sandquist Cindy Sturm,

**City Staff:** Jeff King.

**1. Call to Order**

Meeting was called at 12:15 PM by EDC chair Don Jones

**2. Citizens Communications**

There were none.

**3. Approval of September 3rd EDC summary minutes.**

Teri Koerner moved to accept the minutes as amended. Cindy Sturm seconded.  
The minutes passed unanimously.

**4. Additions/Deletions to Agenda**

It was mentioned that in the Oregonian business section that Merix stock had increased.

**5. Business**

**A. Mcmenamins- Host Update**

Don Jones thanked Mcmenamins for use of the meeting space and lunch.

**B., C. D. Strategic Plan/Sub-committee Realignment**

Don Jones discussed the presentation of the EDC strategic plan to the City Council for ratification at their meeting of September 28<sup>th</sup>. He told the EDC board that he went through the top five initiatives and how we added some items into the strategic plan objectives that Council had brought up from the August presentation. Cindy Sturm said that the process went very smoothly. The City Council accepted the Plan unanimously. Don added that this was the last meeting of Mayor Kidd and that he had been supportive of the EDC. Don Jones also told Council that the EDC is ready to work to implement the plan and ready to make it happen.

Don Jones then discussed a proposed a realignment of the subcommittees. In the EDC packet was a suggestion of five committees –Workforce, Tourism, Industrial/Infrastructure, Business Retention and Economic Development Marketing. EDC Staff Jeff King explained the subcommittees and how they aligned with the top five initiatives. Two of the subcommittees- Tourism and Workforce would be hybrids in that they would also have some non EDC

stakeholders on these committees and that we would share control of the agenda. Rudy Marchesi that these subcommittees sure seem to fit the top initiatives. Cindy Sturm said that the proposal made sense to her. Jackie Sandquist asked if we needed to make a motion to accept these subcommittees. Teri Koerner asked if commercial side was being represented. Staff Jeff King replied that a large portion of the business retention subcommittee would be focused on commercial as defined in the objectives of two of the top 5 initiatives that are related to retention and small business. Cindy Sturm who was on the commercial subcommittee said she did not feel left out.

JJ Johnston was concerned that the subcommittees were not a direct match up with the top five initiatives. Don Jones discussed the objectives of each of the top five initiatives to show the direct lines with the subcommittees plus Workforce & Training. JJ added that he was looking at the organization structure to make sure we are focused. Don said that has tried to balance the two thoughts and merge them. JJ Johnston agreed that it does seem to match up well. Don Jones asked if there is anything we can adjust. JJ Johnston said that one of the first actions is to ask each subcommittee to come back with their tasks that match up with the top five goals. Jackie Sandquist said that for example, Pacific University and Portland Community College are only small parts of the workforce system but there are bigger players like Oregon Employment Department and Work Systems, Inc. Cindy Sturm asked what is our role on hybrid subcommittees. Don Jones said that we want to stay involved with those issues. We would have EDC members on them and would share control/influence of those agendas. ED Staff Jeff King added that reaching to other stakeholders and organizations and would help add capacity and resources such OED, WSI and Washington County Visitors Association. Don Jones mentioned the Industrial Sub-Committee and working on site profiles and site data –we cannot wait, we need to move forward.

Alli Brown commented on the retention issue and was concerned that there is a difference between strategies for industrial vs. small business commercial and that commercial might get overshadowed. Cindy Sturm felt that there are enough issues and strategies that are common to both, thus both sectors would be supported. JJ Johnston asked what are the directives and to who (which subcommittee) and what will they report back. Teri Koerner added that all of us on the EDC but some overlap as we are on other organizations as well.

A motion was made to support the proposed five subcommittee structure. Jackie Sandquist made the motion and Cindy Sturm seconded. The motion passed unanimously.

Cindy Sturm asked about the Branding logo and the status of it. Teri said it was probably not realistic to have City adopt it. She said it should be used as a secondary label to tie materials under a common and coordinated logo that helps define the Forest Grove brand. Don Jones said that he would like to see the Tourism Committee promote the logo and brand. Don asked ED staff Jeff King to

send out an email to all EDC members asking them which sub-committee they would like to be on. Don also said that the lists of projects are listed underneath each of the top five initiatives and this would be a good starting point.

#### **E. Business Contact Lists**

As part of business retention efforts, ED staffer is developing a list of companies in key business sectors. The list will include email addresses. The idea is to be able to get information on new resources, programs, regulations, etc out to businesses quickly. A working list of industrial companies was distributed. Board members were asked to review the list and let staff know of any additional companies that may not be on the current list.

#### **F. Forest Grove Vision Project –Actions Update**

Don Jones explained how the Forest Grove Vision Statement and Plan was created and how economic development was assigned a section to help move the vision forward. The Committee for Citizen Involvement has responsibility for insuring progress on implementation. Don told the EDC board that the goals for economic development from the original plan were in everyone's package. Also included was an updated response form on how the EDC was making progress on the goals. It showed that we have actually completed or implemented a good many of those goals. JJ Johnston said that this is kind of a mirror and show how we are working to fulfill the goals. The EDC board was fine with the proposed response and agreed to send our response to the EDC.

JJ Johnston mentioned his concern of the long-term viability of energy access at an affordable price. We should work to protect our advantage.

#### **7. Staff Communications**

None this month

#### **8. Announcement of Next Meeting**

Teri Koerner told the board that there will be a works session meeting of the Park & Rec Commission on Tuesday at 6:30PM to discuss the request by Pacific University to establish a football program and use Lincoln Park. Teri also mentioned that there will be a Planning Commission Public Hearing at the City Auditorium to discuss the sign code on Monday evening, October 19. She urged EDC members to attend.

The next meeting will be November 5, 2009 at our normal time on the first Thursday on the month.

#### **9. Adjournment**

The meeting was adjourned at 1:41 PM

Approved by the Forest Grove Economic Development Commission:

Date: 11/5/2009

Signed:

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.